

3.10.2 Lodging Industry, Sales and Occupancy Rates

<u>Year</u>	<u>Properties</u>	<u>Guestrooms (thousand)</u>	<u>Sales (\$2006 billion)</u>	<u>Avg. Occupancy Rate</u>	<u>Avg. Room Rate</u>
2001	41,393	4,200	133.40	60.3%	88.27
2002	47,040	4,398	114.71	59.1%	83.54
2003	47,584	4,416	115.29	61.1%	82.52
2004	47,598	4,412	120.98	61.3%	86.23
2005	47,590	4,402	126.50	63.1%	90.88
2006	47,135	4,389	133.40	63.3%	97.78

Source(s): The American Lodging Association, 2002 Lodging Industry Profile, p. 2-3; The American Lodging Association, 2003 Lodging Industry Profile, p. 2-3, 2002; The American Lodging Association, 2004 Lodging Industry Profile, p. 2-4, 2004; The American Lodging Association, 2005 Lodging Industry Profile, p. 2, 4, 2005; The American Lodging Association, 2006 Lodging Industry Profile, p. 2, 4, 2006; The American Lodging Association, 2007 Lodging Industry Profile, p. 2, 4, 2007.